

Mid-America Trails & Greenways Conference



Session 5A: Tourism, Promotion
and Marketing

Tom Olsen, President

Greenways Foundation

Two Initiatives

Construction work is complete and the **White River Wapahani Trail** is again open.



indy greenways
sponsored by the Greenways Foundation, Inc.
More than trails — connections!

[Contact us](#)
[Guestbook](#)
[Trail user maps](#)
[Conservation Corridors](#)
[Downtown Cultural Trail](#)
[Little Buck Creek Trail](#)
[Pennsy Rail-Trail](#)
[Pogues Run Basin](#)
[Town Run Trail](#)

Trail funding restored in House bill!

The U.S. House of Representatives voted overwhelmingly in favor of trails and greenways, thanks to your support! How did your Congressional representative vote? [Find out...](#)

Trail task. . .

Volunteer op: Indy Greenways needs a volunteer to apply trail logos to the backs of greenways signs along all the

Greenways Foundation
DONATIONS to the Greenways
PEDAL & PARK
We'll watch your wheels.
Mid America Trails & Greenways Conference
[AmericanTrails.org](#)

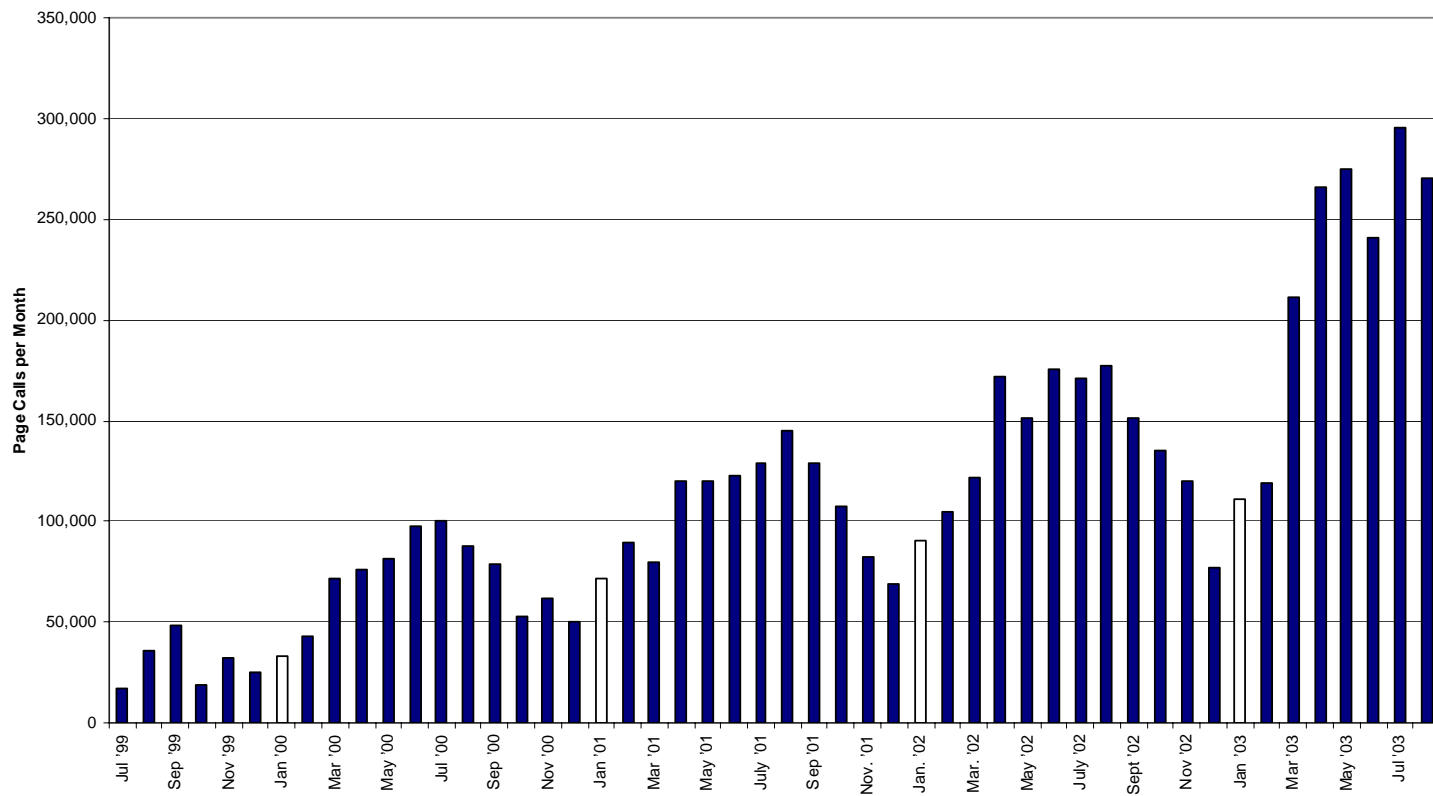


Internet Communication and Promotion

- IndyGreenways.org just won the American Trails contest as the best community trails website in the US.
- Credit webmasters Tom & Mindy McCain (crittur.com), and support from the GF Board.
- Current annualized total cost ~ \$5,000.
- Annual page calls in excess of two million.

Growth in Web Traffic

www.indygreenways.org/Stats



Upcoming Enhancements

- Interactive health/fitness tools
- Possible “trailcam”
- “Hotspot” maps
- GW-related studies (health, property values, public safety and other topics)
- Donation “wish lists”
- Link to *permission-based* HTML email
- Possible online logo merchandise sales

“Pedal & Park”

What is it?

- Free, monitored bike parking
- Popular events near Indy greenways
- Portable equipment
- Staffed with volunteers

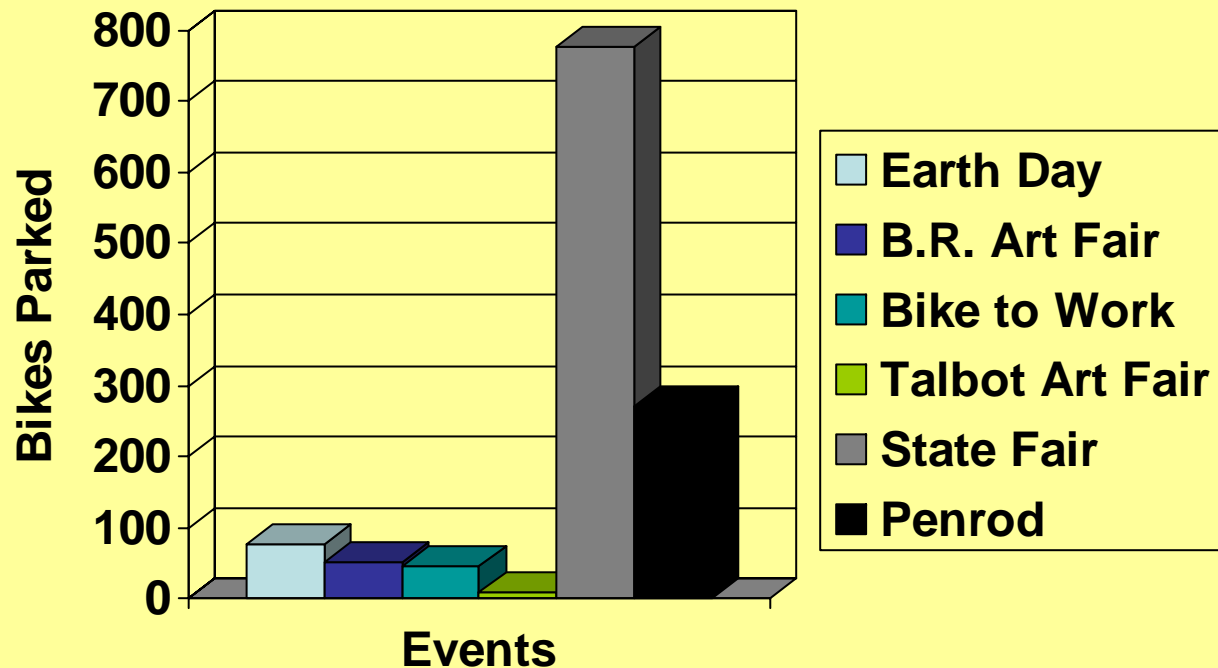
Why do it?

- Promote greenways
- Alternative transport
- Literature & maps
- “Evangelizing”
- Volunteer buy-in
- Raise a little money

PEDAL & PARK



Pedal & Park 2003 Results



Approx 75 volunteers & 700+ hours

For More Information

- www.indygreenways.org
- Tom Olsen, Greenways Foundation
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Baldo

